Susan Wojcicki

Susan Diane Wojcicki (/wʊˈtʃɪtski/ *wuutch-ITS-kee*;[1] July 5, 1968 – August 9, 2024) was an American business executive who was the chief executive officer of YouTube from 2014 to 2023. Her net worth was estimated at $765 million in 2022.[2]

Wojcicki worked in the technology industry for over twenty years.[3][4] She became involved in the creation of Google in 1998 when she rented out her garage as an office to the company's founders. She worked as Google's first marketing manager in 1999, and later led the company's online advertising business and original video service. After observing the success of YouTube, she suggested that Google should buy it; the deal was approved for $1.65 billion in 2006. She was appointed CEO of YouTube in 2014, serving until resigning in February 2023.[5]

Early life and education

Susan Diane Wojcicki was born in Santa Clara, California, on July 5, 1968, the daughter of Esther Wojcicki, an American journalist, and Stanley Wojcicki, a Polish physics professor at Stanford University.[6][7][8] Her maternal grandparents were Russian Jewish immigrants.[9] Her paternal grandfather, Franciszek Wójcicki, was a Polish politician who was elected MP during the 1947 Polish legislative election.[10] Her paternal grandmother, Janina Wójcicka Hoskins, was a Polish-American librarian at the Library of Congress and was responsible for building the largest collection of Polish material in the U.S.[11] She has two sisters: Janet, a doctor of anthropology and epidemiology,[12] and Anne, an entrepreneur who is the co-founder and CEO of 23andMe.[13][14]

Wojcicki grew up on the Stanford campus, where mathematical scientist George Dantzig was her neighbor.[15] She attended Gunn High School in Palo Alto, California, and wrote for the school newspaper.[16] Her first business was selling "spice ropes" door-to-door at the age of eleven. A humanities major in college, she took her first computer science class as a senior.[17] She studied history and literature at Harvard University and graduated with honors in 1990. She originally planned on getting a PhD in economics and pursuing a career in academia, but changed her plans when she discovered an interest in technology.[15] She also received her MS in economics in 1993 from the University of California, Santa Cruz, and an MBA in 1998 from the UCLA Anderson School of Management.[18]

Career

Before Google

Before becoming Google's first marketing manager in 1999, Wojcicki worked in marketing at Intel Corporation in Santa Clara, California,[15] and was a management consultant at Bain & Company and at R.B. Webber & Company.[19]

Google

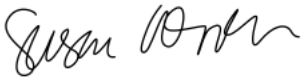
In September 1998, the same month that Google was incorporated, its co-founders Larry Page and Sergey Brin set up office in Wojcicki's garage in Menlo Park, California.[20] Page and Brin would use Wojcicki's garage as their office for $1,700 a month.[6] At Google, she worked on the initial viral marketing programs, helped create the company's longtime logo with designer Ruth Kedar, and spearheaded the first Google Doodles.[21][22] She also co-developed and launched Google Image Search with engineer Huican Zhu.

In 2003, Wojcicki was the first product manager of one of Google's seminal advertising products—AdSense.[23] She earned the Google Founders' Award in recognition for this work.[24] Wojcicki was subsequently promoted to Google's senior vice president of Advertising & Commerce, and oversaw the company's advertising and analytic products, including AdWords, AdSense, DoubleClick, and

Susan Wojcicki

Wojcicki in 2016

Born	Susan Diane Wojcicki July 5, 1968 Santa Clara, California, U.S.
Died	August 9, 2024 (aged 56)
Citizenship	United States · Poland
Education	Harvard University (BA) University of California, Santa Cruz (MS) University of California, Los Angeles (MBA)
Occupations	Business manager · executive advisor
Title	CEO of YouTube (2014–2023)
Successor	Neal Mohan

Board member of	Salesforce Room to Read UCLA Anderson School of Management
Spouse	Dennis Troper (m. 1998)
Children	5
Parents	Stanley Wojcicki (father) Esther Wojcicki (mother)
Relatives	Anne Wojcicki (sister) Janina Wójcicka Hoskins (grandmother) Franciszek Wójcicki (grandfather)
Signature	
	

Google Analytics.[18][25]

YouTube, then a small start-up, was successfully competing with Google's Google Video service, overseen by Wojcicki. She had recommended and subsequently managed the $1.65 billion purchase of YouTube in 2006.[18]

YouTube

In February 2014, Wojcicki became the CEO of YouTube.[26][27] She was named "the most important person in advertising",[28] as well as named one of *Time*'s 100 most influential people in 2015[29] and described in a later issue of *Time* as "the most powerful woman on the Internet."[30] In December 2014, she had joined the board of Salesforce.[31] She also served on the board of Room to Read,[32] an organization that focuses on literacy and gender equality in education, and was a board member of UCLA Anderson School of Management.[33]

Wojcicki standing next to Polish Prime Minister Mateusz Morawiecki in Warsaw in November 2018

After Wojcicki became the CEO of YouTube, the company reached 2 billion logged-in users a month[34] and that users were watching one billion hours a day.[35][36] By 2021, YouTube had paid more than $30 billion to creators, artists, and media companies.[37] There are localized versions of YouTube in 100 countries around the world across 80 languages. Since she became CEO, YouTube's percentage of female employees has risen from 24 to nearly 30 percent.[38] Wojcicki also emphasized new YouTube applications and experiences designed to cater to users interested in family[39] gaming,[40] and music[41] content. While CEO, the company developed 10 forms of monetization for YouTube creators, including channel memberships, merchandise, BrandConnect, and paid digital goods like Super Chat.[42] She also launched YouTube's advertisement-free subscription service, YouTube Premium (formerly known as YouTube Red),[43] and its over-the-top (OTT) internet television service YouTube TV.[44] In 2020, the company launched YouTube Shorts, its short-form video experience,[45] which surpassed 50 billion daily views in February 2023.[46] In November 2022, YouTube publicized that the company had surpassed 80 million Music and Premium subscribers, including trailers.[47] The company also reported over 100 billion hours of global gaming content watched on the platform in 2020.[48]

Wojcicki tightened YouTube's policy on videos it regards as potentially violating its policies on hate speech and violent extremism.[49] The more stringent policies came after *The Times* showed that "ads sponsored by the British government and several private sector companies had appeared ahead of YouTube videos supporting terrorist groups" and several large advertisers withdrew their ads from YouTube in response.[50] The enforcement policies have been criticized as censorship.[51] YouTube has also faced criticism that the company applies its enforcement policies inconsistently, with larger content creators treated more favorably. During the controversy surrounding Logan Paul's YouTube video about a person that committed suicide, Wojcicki said that Paul did not violate YouTube's three-strike policy and did not meet the criteria for being banned from the platform.[52]

Wojcicki has emphasized educational content as a priority for the company, and on July 20,

2018, announced the initiative YouTube Learning, which invests in grants and promotion to support education focused creator content.[53]

On October 22, 2018, Wojcicki wrote that Article 13, as written in the European Union Copyright Directive, would make YouTube directly liable for copyrighted content, and poses a threat to content creators' ability to share their work.[54]

On February 16, 2023, Wojcicki announced her resignation from YouTube via a company blog post. She said she wanted to focus on "family, health, and personal projects" but would be taking on an advisory role across Google and its parent company Alphabet.[5][55]

Advocacy

Wojcicki was an advocate for several causes, including the expansion of paid family leave,[56] the plight of Syrian refugees,[57] countering gender discrimination at technology companies,[38][58] getting young girls interested in computer science, and prioritizing computer programming and coding in schools.[59] She also owned a real estate holding company that worked on the sustainable growth of Los Altos, California.[60] Wojcicki endorsed Hillary Clinton in the 2016 U.S. presidential election.[61]

Personal life

Wojcicki married Dennis Troper, a director of product management at Google, in Belmont, California, on August 23, 1998.[62] They had five children.[63] On December 16, 2014, ahead of taking her fifth maternity leave, she wrote an article in *The Wall Street Journal* about the importance of paid maternity leave.[56] She was often quoted talking about the importance of finding the balance between family and career.

In addition to her American citizenship,[63] Wojcicki held Polish citizenship through her father.[64][56][65]

On February 13, 2024, Wojcicki's 19-year-old son Marco Troper died while a student at the University of California, Berkeley. His grandmother has stated that he ingested a drug, though its specifics were unclear.[66][67] The Alameda County Sheriff's Office announced that the cause of death was acute combined drug toxicity.[68]

Death

Wojcicki died on August 9, 2024, at age 56, after battling non-small-cell lung cancer for two years.[69][70] Her death was first announced by Troper on social media.[71]

Recognition

- Wojcicki was named #1 on *Vanity Fair*'s *New Establishment* list in 2019.[72]
- In 2013, she was named #1 on the *Adweek* Top 50 Execs list, which recognizes the top media executives within an organization.[73]
- In 2018, Wojcicki ranked #7 on *Forbes*'s list of the World's 100 Most Powerful Women.[74]
- In 2018, she ranked #10 on *Fortune*'s list of Most Powerful Women.[75]
- In 2023, she ranked #32 on *Forbes*'s list of America's Self-Made Women.[17]
- On April 15, 2021, Wojcicki was presented the "Free Expression Award" by the Freedom Forum Institute,[76] a nonprofit dedicated to advancing First Amendment freedoms.[77] The award ceremony was criticized for being sponsored by her own platform.[78]

References

1. "#DearMe: Susan Wojcicki, CEO of YouTube" (https://www.youtube.com/watch?v=a07s88y7f-k) on YouTube
2. "#34 Susan Wojcicki" (https://www.forbes.com/profile/susan-wojcicki) . *Forbes*. Archived (https://web.archive.org/web/20210823074616/https://www.forbes.com/profile/susan-wojcicki) from the original on August 23, 2021. Retrieved July 9, 2022.
3. "YouTube's Susan Wojcicki: 'Where's the line of free speech – are you removing voices that should be heard?' " (https://www.theguardian.com/technology/2019/aug/10/youtube-susan-wojcicki-ceo-where-line-removing-voices-heard) . *the Guardian*. August 10, 2019. Archived (https://web.archive.org/web/20210119032309/https://www.theguardian.com/technology/2019/aug/10/youtube-susan-wojcicki-ceo-where-line-removing-voices-heard) from the original on January 19, 2021. Retrieved January 16, 2021.

4. Connley, Courtney (August 20, 2019). "YouTube CEO Susan Wojcicki: Here's what to say when men are talking over you at a meeting" (https://www.cnbc.com/2019/08/20/susan-wojcicki-what-to-say-when-men-are-talking-over-you-at-a-meeting.html) . *CNBC*. Archived (https://web.archive.org/web/20201109180450/https://www.cnbc.com/2019/08/20/susan-wojcicki-what-to-say-when-men-are-talking-over-you-at-a-meeting.html) from the original on November 9, 2020. Retrieved January 16, 2021.
5. Elias, Jennifer (February 16, 2023). "YouTube CEO Susan Wojcicki says she's stepping down" (https://www.cnbc.com/2023/02/16/youtube-ceo-susan-wojcicki-says-shes-stepping-down.html) . *CNBC*. Archived (https://web.archive.org/web/20230520221059/https://www.cnbc.com/2023/02/16/youtube-ceo-susan-wojcicki-says-shes-stepping-down.html) from the original on May 20, 2023. Retrieved February 16, 2023.
6. Yoon, John; Isaac, Mike (August 10, 2024). "Susan Wojcicki, Former Chief of YouTube, Dies at 56" (https://www.nytimes.com/2024/08/10/business/susan-wojcicki-dead.html) . *The New York Times*. Retrieved August 10, 2024.
7. "California Births, 1905 – 1995" (http://www.familytreelegends.com/records/39461?c=search&first=Susan&last=Wojcicki) . Familytreelegends.com. Archived (https://web.archive.org/web/20130604041118/http://www.familytreelegends.com/records/39461?c=search&first=Susan&last=Wojcicki) from the original on June 4, 2013. Retrieved March 15, 2014.
8. Clifford, Catherine (June 18, 2018). "How Anne and Susan Wojcicki's parents raised the founder of 23andMe and the CEO of YouTube" (https://www.cnbc.com/2018/06/18/how-the-wojcickis-parents-raised-23andme-founder-youtube-ceo.html) . *CNBC*. Archived (https://web.archive.org/web/20200103010613/https://www.cnbc.com/2018/06/18/how-the-wojcickis-parents-raised-23andme-founder-youtube-ceo.html) from the original on January 3, 2020. Retrieved May 14, 2019.
9. Tramiel, Preeva. "Esther Wojcicki: A Jewish mother of the tech revolution" (https://jwa.org/blog/esther-wojcicki-jewish-mother-of-tech-revolution) . Archived (https://web.archive.org/web/20170119122055/https://jwa.org/blog/esther-wojcicki-jewish-mother-of-tech-revolution) from the original on January 19, 2017. Retrieved August 1, 2017.
10. "Parlamentarzyści – Pełny opis rekordu" (https://bs.sejm.gov.pl/F?func=find-b&request=000008719&find_code=SYS&local_base=ARS10) . *bs.sejm.gov.pl*. Archived (https://web.archive.org/web/20240513021355/https://bs.sejm.gov.pl/F?func=find-b&request=000008719&find_code=SYS&local_base=ARS10) from the original on May 13, 2024. Retrieved December 31, 2021.

11. Zalewski, Wojciech (October 1, 2011). "Janina Wójcicka Hoskins (1912–1996): Portrait of an Esteemed Librarian". *Slavic & East European Information Resources*. **12** (4): 224–236. doi:10.1080/15228886.2011.623117 (https://doi.org/10.1080%2F15228886.2011.623117) . ISSN 1522-8886 (https://www.worldcat.org/issn/1522-8886) . S2CID 144135260 (https://api.semanticscholar.org/CorpusID:144135260) .

12. Sellers, Patricia. "Before Google, the Wojcicki girls learned from Mom" (http://fortune.com/2012/02/01/before-google-the-wojcicki-girls-learned-from-mom/) . *Fortune.com*. Archived (https://web.archive.org/web/20170207040836/http://fortune.com/2012/02/01/before-google-the-wojcicki-girls-learned-from-mom/) from the original on February 7, 2017. Retrieved December 16, 2014.

13. I raised 2 successful CEOs and a doctor—here's one of the biggest mistakes I see parents making (https://www.cnbc.com/2019/05/08/i-raised-2-successful-ceos-and-a-doctor-here-is-one-if-the-biggest-mistakes-parents-make.html) Archived (https://web.archive.org/web/20190905230316/https://www.cnbc.com/2019/05/08/i-raised-2-successful-ceos-and-a-doctor-here-is-one-if-the-biggest-mistakes-parents-make.html) September 5, 2019, at the Wayback Machine, Esther Wojcicki, Published Wed, May 8, 2019, cnbc.com.

14. Clifford, Catherine (June 18, 2018). "How Anne and Susan Wojcicki's parents raised the founder of 23andMe and the CEO of YouTube" (https://www.cnbc.com/2018/06/18/how-the-wojcickis-parents-raised-23andme-founder-youtube-ceo.html) . *CNBC*. Archived (https://web.archive.org/web/20200103010613/https://www.cnbc.com/2018/06/18/how-the-wojcickis-parents-raised-23andme-founder-youtube-ceo.html) from the original on January 3, 2020. Retrieved October 28, 2019.

15. Laporte, Nicole (August 6, 2014). "The Woman Behind the Superlatives: Three Things You Need to Know About Susan Wojcicki" (http://www.fastcompany.com/3033957/the-woman-behind-the-superlatives-three-things-you-need-to-know-about-susan-wojcicki) . *The Fast Company*. Archived (https://web.archive.org/web/20160818215114/http://www.fastcompany.com/3033957/the-woman-behind-the-superlatives-three-things-you-need-to-know-about-susan-wojcicki) from the original on August 18, 2016. Retrieved October 4, 2014.

16. Sellers, Patricia (February 1, 2012). "Before Google, the Wojcicki girls learned from Mom" (http://fortune.com/2012/02/01/before-google-the-wojcicki-girls-learned-from-mom/) . *Fortune Magazine*. Archived (https://web.archive.org/web/20170207040836/http://fortune.com/2012/02/01/before-google-the-wojcicki-girls-learned-from-mom/) from the original on February 7, 2017. Retrieved October 4, 2014.

17. "Susan Wojcicki" (https://www.forbes.com/profile/susan-wojcicki/) . *Forbes*. Archived (https://web.archive.org/web/20231003220751/https://www.forbes.com/profile/susan-wojcicki/) from the original on October 3, 2023. Retrieved February 18, 2024.

18. Swift, Mike (February 7, 2011). "Susan Wojcicki: The most important Googler you've never heard of" (http://www.mercurynews.com/ci_17286427) . *San Jose Mercury News*. Archived (https://web.archive.org/web/20160817045904/http://www.mercurynews.com/ci_17286427) from the original on August 17, 2016. Retrieved October 4, 2014.

19. "Susan Wojcicki" (http://ideas.time.com/contributor/susan-wojcicki/) . *Time*. Archived (https://web.archive.org/web/20170314183002/http://ideas.time.com/contributor/susan-wojcicki/) from the original on March 14, 2017. Retrieved October 4, 2014.

20. "Our history in depth – Company – Google" (https://web.archive.org/web/20120402210041/http://www.google.com/intl/en/about/company/history/) . April 2, 2012. Archived from the original (http://www.google.com/intl/en/about/company/history/) on April 2, 2012. Retrieved November 7, 2018.

21. "Susan Wojcicki – "Inspirational 100" Alumna" (http://www.anderson.ucla.edu/alumni/100-inspirational-alumni/susan-wojcicki-inspirational-100-alumna) . UCLA Anderson School of Management. Archived (https://web.archive.org/web/20170304201849/http://www.anderson.ucla.edu/alumni/100-inspirational-alumni/susan-wojcicki-inspirational-100-alumna) from the original on March 4, 2017. Retrieved October 4, 2014.

22. *Think Quarterly: Innovation (US)* (https://books.google.com/books?id=NCvdUbeWS60C&q=susan+wojcicki+At+Google%2C+she+worked+on+the+initial+viral+marketing+programs%2C+as+well+as+the+first+Google+Doodles&pg=PA15) . Archived (https://web.archive.org/web/20210515075745/https://books.google.com/books?id=NCvdUbeWS60C&q=susan+wojcicki+At+Google,+she+worked+on+the+initial+viral+marketing+programs,+as+well+as+the+first+Google+Doodles&pg=PA15) from the original on May 15, 2021. Retrieved October 20, 2020.

23. Schwartz, Barry (July 5, 2007). "Profile Of Susan Wojcicki: Mother Of AdSense" (https://searchengineland.com/profile-of-susan-wojcicki-mother-of-adsense-11629) . *Search Engine Land*. Archived (https://web.archive.org/web/20200516121341/https://searchengineland.com/profile-of-susan-wojcicki-mother-of-adsense-11629) from the original on May 16, 2020. Retrieved May 31, 2020.

24. Graham, Jefferson (2007). "The house that helped build Google" (https://usatoday30.usatoday.com/tech/techinvestor/corporatenews/2007-07-04-google-wojcicki_N.htm) . *USA TODAY*. Archived (https://web.archive.org/web/20190926095339/https://usatoday30.usatoday.com/tech/techinvestor/corporatenews/2007-07-04-google-wojcicki_N.htm) from the original on September 26, 2019. Retrieved November 23, 2019.

25. Gustin, Sam (May 3, 2011). "Google Ad Chief Susan Wojcicki: 'The Book Isn't Finished' " (https://www.wired.com/epicenter/2011/05/susan-wojcicki/) . *Wired*. Archived (https://web.archive.org/web/20110906185040/http://www.wired.com/epicenter/2011/05/susan-wojcicki/) from the original on September 6, 2011. Retrieved September 10, 2011.

26. Orescovic, Alexi (February 5, 2014). "Google taps longtime executive Wojcicki to head YouTube" (https://web.archive.org/web/20190406005302/https://in.reuters.com/article/us-google-youtube-idINBREA141Y420140205) . *Reuters*. Archived from the original (http://in.reuters.com/article/us-google-youtube-idINBREA141Y420140205) on April 6, 2019. Retrieved July 5, 2021.

27. Lawler, Ryan (February 5, 2014). "Google Ads SVP Susan Wojcicki Takes Over At YouTube" (https://techcrunch.com/2014/02/05/susan-wojcicki-youtube/) . *TechCrunch*. Archived (https://web.archive.org/web/20140626235401/http://techcrunch.com/2014/02/05/susan-wojcicki-youtube/) from the original on June 26, 2014. Retrieved June 12, 2014.

28. Peterson, Tim (February 25, 2013). "Is This the Most Important Person in Advertising?" (https://www.adweek.com/brand-marketing/most-important-person-advertising-147489/) . *Adweek*. Archived (https://web.archive.org/web/20210110213850/https://www.adweek.com/brand-marketing/most-important-person-advertising-147489/) from the original on January 10, 2021. Retrieved January 8, 2021.

29. Grazer, Brian (April 16, 2015). "The 100 Most Influential People: Susan Wojcicki" (https://web.archive.org/web/20161019030051/http://time.com/3822770/susan-wojcicki-2015-time-100/) . *Time*. Archived from the original (http://time.com/3822770/susan-wojcicki-2015-time-100/) on October 19, 2016. Retrieved October 5, 2015.

30. Luscombe, Belinda (August 27, 2015). "Meet YouTube's Viewmaster" (http://time.com/4012832/meet-youtubes-view-master/) . *Time*. Archived (https://web.archive.org/web/20170514202227/http://time.com/4012832/meet-youtubes-view-master/) from the original on May 14, 2017. Retrieved October 5, 2015.

31. "Susan Wojcicki" (https://www.salesforce.com/company/leadership/bios/bio-wojcicki/) . *Salesforce.com*. Archived (https://web.archive.org/web/20200917172454/https://www.salesforce.com/company/leadership/bios/bio-wojcicki/) from the original on September 17, 2020. Retrieved September 18, 2020.

32. "Board of Directors" (https://www.roomtoread.org/leadership-board/board-of-directors/) . *www.roomtoread.org*. Archived (https://web.archive.org/web/20201028000034/https://www.roomtoread.org/leadership-board/board-of-directors/) from the original on October 28, 2020. Retrieved September 18, 2020.

33. "Susan Wojcicki ('89) – "The most important Googler you've never heard of" " (https://blogs.anderson.ucla.edu/anderson/2011/02/susan-wojcicki-89-the-most-important-googler-youve-never-heard-of.html) . *UCLA Anderson School of Management Blog*. Archived (https://web.archive.org/web/20210517204708/https://blogs.anderson.ucla.edu/anderson/2011/02/susan-wojcicki-89-the-most-important-googler-youve-never-heard-of.html) from the original on May 17, 2021. Retrieved September 18, 2020.

34. "YouTube Hits 2 Billion Monthly Users, As Number Of Channels With 1 Million Subscribers Doubled Last Year" (https://www.tubefilter.com/2019/02/05/youtube-2-billion-monthly-users/) . *Tubefilter*. February 5, 2019. Archived (https://web.archive.org/web/20190402043200/https://www.tubefilter.com/2019/02/05/youtube-2-billion-monthly-users/) from the original on April 2, 2019. Retrieved April 2, 2019.

35. Hamedy, Saba. "YouTube just hit a huge milestone" (http://mashable.com/2017/02/27/youtube-one-billion-hours-of-video-daily/#hs1RRV4k_Sqx) . *Mashable*. Archived (https://web.archive.org/web/20201222213421/https://mashable.com/2017/02/27/youtube-one-billion-hours-of-video-daily/#hs1RRV4k_Sqx) from the original on December 22, 2020. Retrieved October 26, 2017.

36. "YouTube Claims 1.5 Billion Monthly Users in Latest Ad Sales Pitch" (http://fortune.com/2017/06/23/youtube-1-5-billion-monthly-users-mobile-video/) . *Fortune*. Archived (https://web.archive.org/web/20171027025421/http://fortune.com/2017/06/23/youtube-1-5-billion-monthly-users-mobile-video/) from the original on October 27, 2017. Retrieved October 26, 2017.

37. "Letter from Susan: Our 2021 Priorities" (https://blog.youtube/inside-youtube/letter-from-susan-our-2021-priorities/) . *blog.youtube*. Archived (https://web.archive.org/web/20211223170515/https://blog.youtube/inside-youtube/letter-from-susan-our-2021-priorities/) from the original on December 23, 2021. Retrieved December 24, 2021.

38. Wojcicki, Susan. "Exclusive: How to Break Up the Silicon Valley Boys' Club" (https://www.vanityfair.com/news/2017/03/how-to-break-up-the-silicon-valley-boys-club-susan-wojcicki) . *The Hive*. Archived (https://web.archive.org/web/20170818055811/https://www.vanityfair.com/news/2017/03/how-to-break-up-the-silicon-valley-boys-club-susan-wojcicki) from the original on August 18, 2017. Retrieved October 26, 2017.

39. Perez, Sarah. "Hands On With "YouTube Kids," Google's Newly Launched, Child-Friendly YouTube App" (https://techcrunch.com/2015/02/23/hands-on-with-youtube-kids-googles-newly-launched-child-friendly-youtube-app/) . *TechCrunch*. Archived (https://web.archive.org/web/20190626223616/https://techcrunch.com/2015/02/23/hands-on-with-youtube-kids-googles-newly-launched-child-friendly-youtube-app/) from the original on June 26, 2019. Retrieved October 26, 2017.

40. Dredge, Stuart (August 26, 2015). "Google launches YouTube Gaming to challenge Amazon-owned Twitch" (https://www.theguardian.com/technology/2015/aug/26/youtube-gaming-live-website-apps) . *The Guardian*. ISSN 0261-3077 (https://www.worldcat.org/issn/0261-3077) . Archived (https://web.archive.org/web/20150906044745/http://www.theguardian.com/technology/2015/aug/26/youtube-gaming-live-website-apps) from the original on September 6, 2015. Retrieved October 26, 2017.

41. "YouTube Music is here, and it's a game changer" (https://www.theverge.com/2015/11/12/9723496/youtube-music-app-offline-background) . *The Verge*. Archived (https://web.archive.org/web/20171027025337/https://www.theverge.com/2015/11/12/9723496/youtube-music-app-offline-background) from the original on October 27, 2017. Retrieved October 26, 2017.

42. "10 ways to monetize on YouTube" (https://blog.youtube/news-and-events/10-ways-monetize-youtube/) . *YouTube Blog*. Archived (https://web.archive.org/web/20210803200146/https://blog.youtube/news-and-events/10-ways-monetize-youtube/) from the original on August 3, 2021. Retrieved May 31, 2020.

43. "Google wants you to pay $9.99 per month for ad-free YouTube | VentureBeat" (https://venturebeat.com/2015/10/21/google-wants-you-to-pay-9-99-per-month-for-ad-free-youtube/) . *venturebeat.com*. October 22, 2015. Archived (https://web.archive.org/web/20210308075506/https://venturebeat.com/2015/10/21/google-wants-you-to-pay-9-99-per-month-for-ad-free-youtube/) from the original on March 8, 2021. Retrieved October 26, 2017.

44. Lee, Dave (March 1, 2017). "YouTube takes on cable with new service" (https://www.bbc.com/news/technology-39124092) . *BBC News*. Archived (https://web.archive.org/web/20210308103826/https://www.bbc.com/news/technology-39124092) from the original on March 8, 2021. Retrieved October 26, 2017.

45. "Building YouTube Shorts, a new way to watch & create on YouTube" (https://blog.youtube/news-and-events/building-youtube-shorts/) . *blog.youtube*. Archived (https://web.archive.org/web/20210610013637/https://blog.youtube/news-and-events/building-youtube-shorts/) from the original on June 10, 2021. Retrieved December 28, 2021.

46. Ivan Mehta (February 3, 2023). "Google says YouTube Shorts has crossed 50 billion daily views" (https://techcrunch.com/2023/02/03/google-says-youtube-shorts-has-crossed-50-billion-daily-views/) . Archived (https://web.archive.org/web/20230207064102/https://techcrunch.com/2023/02/03/google-says-youtube-shorts-has-crossed-50-billion-daily-views/) from the original on February 7, 2023. Retrieved February 7, 2023.

47. Lyor Cohen (November 9, 2022). "We hit 80 million?!" (https://blog.youtube/news-and-events/youtube-music-premium-80-million-lyor-cohen/) . Archived (https://web.archive.org/web/20221120105515/https://blog.youtube/news-and-events/youtube-music-premium-80-million-lyor-cohen/) from the original on November 20, 2022. Retrieved February 7, 2023.

48. "2020 is YouTube Gaming's biggest year, ever: 100B watch time hours" (https://blog.youtube/news-and-events/youtube-gaming-2020/) . *blog.youtube*. Archived (https://web.archive.org/web/20201208152602/https://blog.youtube/news-and-events/youtube-gaming-2020/) from the original on December 8, 2020. Retrieved December 28, 2021.

49. "An update on our commitment to fight violent extremist content online" (https://blog.youtube/news-and-events/an-update-on-our-commitment-to-fight/) . *YouTube Blog*. Archived (https://web.archive.org/web/20200808070643/https://blog.youtube/news-and-events/an-update-on-our-commitment-to-fight) from the original on August 8, 2020. Retrieved May 31, 2020.

50. Alba, Davey (March 25, 2017). "YouTube's Ad Problems Finally Blow Up in Google's Face" (https://www.wired.com/2017/03/youtubes-ad-problems-finally-blow-googles-face) . *WIRED*. Archived (https://web.archive.org/web/20170905052907/https://www.wired.com/2017/03/youtubes-ad-problems-finally-blow-googles-face) from the original on September 5, 2017. Retrieved September 4, 2017.

51. Hern, Alex (March 21, 2017). "To censor or not to censor? YouTube's double bind" (https://www.theguardian.com/technology/2017/mar/21/youtube-advertisers-censorship) . *theguardian*. Archived (https://web.archive.org/web/20170808155124/https://www.theguardian.com/technology/2017/mar/21/youtube-advertisers-censorship) from the original on August 8, 2017. Retrieved August 29, 2017.

52. Newton, Casey (February 12, 2018). "YouTube's CEO says Logan Paul doesn't deserve to be kicked off the platform" (https://www.theverge.com/2018/2/12/17006074/youtube-ceo-logan-paul-susan-wojcicki) . *The Verge*. Archived (https://web.archive.org/web/20181018122247/https://www.theverge.com/2018/2/12/17006074/youtube-ceo-logan-paul-susan-wojcicki) from the original on October 18, 2018. Retrieved October 18, 2018.

53. "Mid-year update on our five creator priorities for 2018" (https://blog.youtube/inside-youtube/mid-year-update-on-our-five-creator/) . *YouTube Blog*. Archived (https://web.archive.org/web/20200804030912/https://blog.youtube/inside-youtube/mid-year-update-on-our-five-creator) from the original on August 4, 2020. Retrieved May 31, 2020.

54. "A final update on our priorities for 2018" (https://blog.youtube/inside-youtube/a-final-update-on-our-priorities-for/) . *blog.youtube*. Archived (https://web.archive.org/web/20211208065714/https://blog.youtube/inside-youtube/a-final-update-on-our-priorities-for/) from the original on December 8, 2021. Retrieved December 8, 2021.

55. "YouTube CEO Wojcicki, one of the first Google employees, steps down" (https://www.reuters.com/technology/youtube-ceo-wojcicki-steps-down-2023-02-16/) . *Reuters*. February 16, 2023. Archived (https://web.archive.org/web/20230216175940/https://www.reuters.com/technology/youtube-ceo-wojcicki-steps-down-2023-02-16/) from the original on February 16, 2023. Retrieved February 16, 2023.

56. Wojcicki, Susan (December 16, 2014). "Paid Maternity Leave Is Good for Business" (https://www.wsj.com/articles/susan-wojcicki-paid-maternity-leave-is-good-for-business-1418773756) . *The Wall Street Journal*. ISSN 0099-9660 (https://www.worldcat.org/issn/0099-9660) . Archived (https://web.archive.org/web/20170513234213/https://www.wsj.com/articles/susan-wojcicki-paid-maternity-leave-is-good-for-business-1418773756) from the original on May 13, 2017. Retrieved October 26, 2017.

57. "Susan Wojcicki: Refugees Are Trying to Escape Terror—Not Create It" (http://time.com/4373471/susan-wojcicki-world-refugee-day/) . *Time*. Archived (https://web.archive.org/web/20170830050457/http://time.com/4373471/susan-wojcicki-world-refugee-day/) from the original on August 30, 2017. Retrieved October 26, 2017.

58. Isidore, Chris. "YouTube CEO Susan Wojcicki on gender discrimination: It still hurts" (https://money.cnn.com/2017/08/09/technology/youtube-ceo-gender-discrimination-response/index.html) . *CNNMoney*. Archived (https://web.archive.org/web/20171027025656/http://money.cnn.com/2017/08/09/technology/youtube-ceo-gender-discrimination-response/index.html) from the original on October 27, 2017. Retrieved October 26, 2017.

59. Wojcicki, Susan (January 27, 2016). "Closing the Tech Industry Gender Gap" (https://www.huffingtonpost.com/susan-wojcicki/tech-industry-gender-gap_b_9089472.html) . *Huffington Post*. Archived (https://web.archive.org/web/20170821021254/http://www.huffingtonpost.com/susan-wojcicki/tech-industry-gender-gap_b_9089472.html) from the original on August 21, 2017. Retrieved October 26, 2017.

60. "Ex-YouTube CEO Susan Wojcicki, who succumbed to lung cancer, was the woman behind Google's switch to video streaming" (https://www.thehindu.com/sci-tech/technology/susan-wojcicki-the-woman-who-made-google-take-up-video-streaming/article68509587.ece) . *The Hindu*. August 10, 2024. ISSN 0971-751X (https://www.worldcat.org/issn/0971-751X) . Retrieved August 11, 2024.

61. Mandelbaum, R., More Business Leaders Sign On With Clinton (https://www.forbes.com/sites/robbmandelbaum/2016/09/23/more-business-leaders-sign-on-with-clinton/#4d1ff10750b0n) Archived (https://web.archive.org/web/20161010204503/http://www.forbes.com/sites/robbmandelbaum/2016/09/23/more-business-leaders-sign-on-with-clinton/#4d1ff10750b0n) October 10, 2016, at the Wayback Machine, *Forbes*, September 23, 2016.

62. "Weddings" (https://www.paloaltoonline.com/weekly/morgue/community_pulse/1998_Nov_11.WEDDI111.html) . *Palo Alto Weekly*. November 11, 1998. Archived (https://web.archive.org/web/20150130082515/http://www.paloaltoonline.com/weekly/morgue/community_pulse/1998_Nov_11.WEDDI111.html) from the original on January 30, 2015. Retrieved October 4, 2014.

63. "Susan Wojcicki" (https://www.forbes.com/profile/susan-wojcicki/) . *Forbes*. Retrieved August 11, 2024.

64. Kafka, Peter (August 12, 2014). "New YouTube Boss Susan Wojcicki Talks Talent, Music and M&A (Q&A)" (http://recode.net/2014/08/12/new-youtube-boss-susan-wojcicki-talks-talent-music-and-ma-qa/) . *Re/code*. Archived (https://web.archive.org/web/20160417143437/http://recode.net/2014/08/12/new-youtube-boss-susan-wojcicki-talks-talent-music-and-ma-qa/) from the original on April 17, 2016. Retrieved December 16, 2014.

65. Hirsch, Rafał (March 28, 2017). "Prezes YouTube właśnie przyjechała do Polski. A to dopiero początek dość niesamowitej historii" (http://next.gazeta.pl/next/7,151003,21560668,prezes-youtube-wlasnie-przyjechala-do-polski-a-to-dopiero-poczatek.html#BoxBizImg) . *next.Gazeta.pl* (in Polish). Archived (https://web.archive.org/web/20170516033536/http://next.gazeta.pl/next/7,151003,21560668,prezes-youtube-wlasnie-przyjechala-do-polski-a-to-dopiero-poczatek.html#BoxBizImg) from the original on May 16, 2017. Retrieved March 28, 2017.

66. Graff, Amy (February 16, 2023). "Former YouTube CEO's son identified as student who died at UC Berkeley" (https://www.sfgate.com/bayarea/article/family-mourns-student-died-uc-berkeley-18672739.php) . *SFGate*. Archived (https://web.archive.org/web/20240218044529/https://www.sfgate.com/bayarea/article/family-mourns-student-died-uc-berkeley-18672739.php) from the original on February 18, 2024. Retrieved February 18, 2024.

67. Livemint (February 18, 2024). " 'Tragedy is hard to sustain,' Former YouTube CEO Susan Wojcicki's son dies at 19" (https://www.livemint.com/news/world/former-youtube-ceo-susan-wojcickis-son-marco-troper-drug-usage-uc-berkeley-us-drug-cases-11708222977888.html) . *mint*. Archived (https://web.archive.org/web/20240218044540/https://www.livemint.com/news/world/former-youtube-ceo-susan-wojcickis-son-marco-troper-drug-usage-uc-berkeley-us-drug-cases-11708222977888.html) from the original on February 18, 2024. Retrieved February 18, 2024.

68. Parker, Jordan (April 23, 2024). "Son of former YouTube CEO died from drug overdose at UC Berkeley, officials say" (https://www.sfchronicle.com/bayarea/article/drug-overdose-killed-uc-berkeley-student-son-19419447.php) . *San Francisco Chronicle*. Archived (https://web.archive.org/web/20240430143606/https://www.sfchronicle.com/bayarea/article/drug-overdose-killed-uc-berkeley-student-son-19419447.php) from the original on April 30, 2024. Retrieved April 30, 2024.

69. Yoon, John; Isaac, Mike (August 10, 2024). "Susan Wojcicki, Former Chief of YouTube, Dies at 56" (https://www.nytimes.com/2024/08/10/business/susan-wojcicki-dies.html) . *The New York Times*. Retrieved August 10, 2024.

70. Spangler, Todd (August 9, 2024). "Susan Wojcicki, Former YouTube CEO and Influential Google Exec, Dies at 56" (https://variety.com/2024/digital/news/susan-wojcicki-dead-youtube-ceo-google-exec-1236102629/) . *Variety*. Retrieved August 10, 2024.

71. Parker, Jordan (August 9, 2024). "Former YouTube CEO Susan Wojcicki dead at age 56" (https://www.sfchronicle.com/bayarea/article/former-youtube-ceo-susan-wojcicki-dead-age-56-19632780.php) . *San Francisco Chronicle*. Retrieved August 10, 2024.

72. "Vanity Fair New Establishment List 2019" (https://www.vanityfair.com/news/2019/10/new-establishment-list-2019) . *Vanity Fair*. October 3, 2019. Archived (https://web.archive.org/web/20191008165856/https://www.vanityfair.com/news/2019/10/new-establishment-list-2019) from the original on October 8, 2019. Retrieved November 23, 2019.

73. "The Top 50 Execs Who Make the Wheels Turn" (http://www.adweek.com/news-gallery/top-50-execs-who-make-wheels-turn-153431#1-susan-wojcicki-1) . *Adweek*. October 28, 2013. Archived (https://web.archive.org/web/20140209101227/http://www.adweek.com/news-gallery/top-50-execs-who-make-wheels-turn-153431#1-susan-wojcicki-1) from the original on February 9, 2014. Retrieved March 15, 2014.

74. Vuleta, Christina (December 4, 2018). "Power Women 2018" (https://web.archive.org/web/20181204165627/https://www.forbes.com/lists/power-women/) . *Forbes*. Archived from the original (https://www.forbes.com/lists/power-women/) on December 4, 2018.

75. Bellstrom, Kristen (September 24, 2018). "Patti Davis, Rihanna, Fortune Most Powerful Women 2018: Broadsheet September 24" (http://fortune.com/2018/09/24/patti-davis-rihanna-fortune-most-powerful-women-2018-broadsheet-september-24/) . *Fortune*. Archived (https://web.archive.org/web/20181018122304/http://fortune.com/2018/09/24/patti-davis-rihanna-fortune-most-powerful-women-2018-broadsheet-september-24/) from the original on October 18, 2018. Retrieved October 18, 2018.

76. "2021 Free Expression Awards" (https://www.freedomforum.org/event/2021-free-expression-awards/) . *Freedom Forum*. Archived (https://web.archive.org/web/20211205064314/https://www.freedomforum.org/event/2021-free-expression-awards/) from the original on December 5, 2021. Retrieved December 5, 2021.

77. "About" (https://www.freedomforum.org/about/) . *Freedom Forum*. Archived (https://web.archive.org/web/20211205064316/https://www.freedomforum.org/about/) from the original on December 5, 2021. Retrieved December 5, 2021.

78. Zhao, Christina (April 20, 2021). "YouTube CEO Susan Wojcicki Gets Freedom Expression Award Sponsored by YouTube" (https://www.newsweek.com/youtube-ceo-susan-wojcicki-gets-freedom-expression-award-sponsored-youtube-1585147) . *Newsweek*. NEWSWEEK DIGITAL LLC. Archived (https://web.archive.org/web/20211113095347/https://www.newsweek.com/youtube-ceo-susan-wojcicki-gets-freedom-expression-award-sponsored-youtube-1585147) from the original on November 13, 2021. Retrieved November 13, 2021.

External links

- Susan Wojcicki (https://x.com/SusanWojcicki) on X
- Appearances (https://www.c-span.org/person/?74961) on C-SPAN